

Finance, Audit and Compliance Committee  
Meeting Minutes  
Board of Game and Inland Fisheries  
4000 West Broad Street  
Richmond, Virginia 23230

September 16, 2008, 5:30pm

Present: Mr. C. T. Hill, Board Chairman, Mr. Tom Stroup, Committee Chairman, James W. Hazel; Absent: John W. Montgomery, Jr.; Director: Bob Duncan; Staff: Ray Davis, Colonel Dee Watts, Gary Martel, John Moore, Kristy Wharton, John Allen, Lee Walker, Charlie Sledd, Julia Dixon, Jeff Trollinger and Major Mike Clark.

Mr. Stroup welcomed everyone and called the meeting to order at 5:30pm. Mr. Stroup thanked Mr. C. T. Hill, Board Chairman for his attendance and called upon Mr. Bob Duncan to introduce staff present. Mr. Duncan introduced Major Mike Clark of the Law Enforcement Division who was recently promoted to Administration Major; Mr. Larry Hart who was recently promoted as Capital Improvements and Facilities Director and Mrs. Kristy Wharton, Budget Analyst, who joined the agency in July. Mr. Duncan also gave brief remarks on his meeting with the Virginia Forever Committee.

**Approval of Minutes:** The minutes of the June 3, 2008 meeting have been posted to the Web site and copies were distributed to the Committee members for review. **Mr. Stroup called for a motion for the minutes to be approved as submitted. Mr. Hazel made the motion for the minutes to be approved and Mr. Stroup seconded the motion. Ayes: Mr. Hazel and Mr. Stroup.**

**Update on the APA Audit:** Mr. John Moore stated the final APA Audit report has been completed and distributed to all of the Board Members. Mr. Hill attended the exit interview. There were three areas requiring corrective action and these will be completed by December, 2008. Mr. Stroup thanked Mr. Moore for his report.

**Financial Report for August 2008:** Mr. Ray Davis presented the Agency Financial Statement for August 2008. There has been a slight increase in hunting license sales but boating revenues and transfers of water craft sales and use tax were down by over \$1M for the year to date. Staff continues to prepare for increased budget reductions. A brief discussion was held by the Committee and Staff on the cost of the Hunting with Hounds Study and the recent EMAC Law Enforcement deployments for Hurricanes Gustov and Ike. The Committee requested the staff to prepare a report on the cost of the Hunting with Hounds Study for the October Board Meeting.

**Updated Revenue Projections:** Mr. Moore gave a brief update on the Revenue Projections based upon the first two months of the current fiscal year. An update will be provided at the November meeting.

**Small Purchase Charge Card Report:** Mr. Moore stated the Small Purchase Charge Card Review Committee met on Thursday, September 11, 2008, to review the May and June Bills. For May, the compliance review revealed there were 5 instances of non-compliance and/or violation of the purchasing policy. The Administrative Services Staff is working with the Division Directors to provide additional training to their staff.

During the month of June, the compliance review revealed only two instances where the SPCC Committee's approval was not attached.

Mr. Moore also submitted a request to the Committee to revise the current Purchasing Policy.

The Current Policy requires the Division Director or designee to approve all purchases over \$500.00 and The SPCC Committee must pre-approve all planned events and all SPCC purchases over \$2,500.

The proposed changes are:

Division Director or designee must approve all purchases over \$750.00.

The SPCC Committee must pre-approve all planned events and all SPCC purchases over \$2,500.00.

The SPCC Committee will provide a response to the requestor within three (3) business days of the resolution of any questions or issues regarding the request or within three (3) business days of the request if no follow-up is needed with the requestor. After three (3) business days, the request is considered approved if there has been no communication from the SPCC Committee.

After a brief discussion was held by the Committee and Staff, the Committee recommended the current policy on approvals for \$500.00 and over stay in place until further notice.

**Media Services Report for April-June 2008.** Mr. Lee Walker covered some of the activities and highlights of the Media Services Report.

**Media and Public Relations:** 182 Media inquiries/interviews were fielded by the Media Relations Coordinator. Some of the major issues were: Hunting with Hounds Study, Dedication of Merrimac Farm, Norfolk Botanical Garden eaglet and the Laurel Bed Lake draining and repair announcements.

**Outdoor Report:** The *Outdoor Report* subscription list continues to grow with 15,800 for the June 25<sup>th</sup> edition. Feedback from the readers continues to be extremely positive. The "Fishin' Report" is one of the more popular sections of the report. Eleven major sections are now included in each edition.

The Video Production group stayed busy this quarter with the following projects: New Web videos for Hunter Education Championships and Endangered Bats; Law Enforcement Boat Crash Test Video; Habitat at Home and the Conservation Officer Recruitment Video.

**Website:** The agency website is now home to approximately 3,800 pages, including many Web-based applications that enable customer transactions. The site receives more than 10 million page views from 1 million visitors each year. Some of their major projects include: continued updates on the “Hunting with Hounds in Virginia” study information, Habitat at home online certificate application; redesign of the wildlife watching site and the creation of the new WEB application to accept boating safety classes online from designated coordinators, streamlining the process of posting classes to the Department’s Website and the distribution and/o response to several thousand email sent to the Department by the public.

**Streaming Video:** Since launching the service, eleven videos have been added to the site, receiving nearly 61,000 views in total.

**Publications and Digital Photography Services:** The **2008-2009 Hunting, Fishing, Dove and Waterfowl Regulations** were in various production stages during the quarter and will be available on the required dates. As a cost saving measure the Hunting Regulations have been totally redesigned and the number of pages reduced from 80 to 56. Advertising will also be included for the first time in the Dove and Waterfowl Regulations to offset printing and shipping cost.

The **2009 Virginia Wildlife Calendar** was in production during this quarter and was made available on August 6, 2008. The Calendar is an ongoing project that requires research, design, printing and distribution. Each year over 45,000 are sold and distributed nationwide.

The **VDGIF-RBFF Lapsed Angler Direct Mail Marketing Plan** is in full swing. Tow direct post card mailings went to 150,000 lapsed anglers asking for their support by purchasing their fishing license. The second mailing was completed on June 16<sup>th</sup>. In addition to the mailing, radio advertising, Web alerts, press releases and print advertising were used to support the effort. This is the first of a two-year program.

The **Apprentice Hunting License Market Plan** is underway and is utilizing VDGIF publications, such as *Virginia Wildlife* magazine, Hunting Regulations, Website, brochures, fliers and wallet card reminders and television. A mass mailing of over 25,000 Apprentice Hunting License brochures were completed and distribution continues to the VDGIF License Agents and check stations. Under development this quarter was a marketing campaign through Virginia Tech that includes advertising in their football program, ads on their sports website, and promotion at a home football game.

The Mandatory Boater Education Market Plan is in the early stages of development and will require at least a 10 year effort to increase public awareness of the new mandate.

Marketing efforts will involve VDGIF publications, such as *Virginia Wildlife* magazine, Hunting Regulations, Website, brochures, fliers and wallet card reminders as well as media relations effort including press releases and public safety announcements.

Mr. Stroup thanked Mr. Walker for his report.

Mr. Stroup called for additional comments and/or business. Hearing none the meeting was adjourned.

The next meeting is scheduled for November 20, 2008.

Respectfully submitted,

Beth B. Drewery  
Board Secretary